
**DOWNTOWN PARKING BOARD
MINUTES
October 2, 2013**

200 E. Santa Clara Street, 13th Floor Conference Room

Item Subject

1. **Call to Order**

10:03 a.m.

Action: (5-0-2) Vice Chair Nichols moved to approve the meeting minutes for the August 7, 2013 meeting. Board member Feece seconded the motion.

Absent: Board member Renelle was absent. Board member Winter (10:10am) arrived late.

Document Filed: August 7, 2013 DPB Meeting Minutes

2. **Chairperson Report**

Chair Carlson thanked staff for negotiating to provide additional parking at the Market Street Garage due to demand from the upcoming development of the new Santa Clara County Family Courthouse. Chair Carlson also noted the success of the San Pedro Square Market and the impact to occupancy at the Market Street Garage.

3. **FY 2012-13 Annual Financial Report**

Joe Garcia (DOT) reviewed the FY 2012-13 Annual Financial Report Memo and highlighted the following:

- Revenues totaled \$12.1 million which exceeded the Modified Budget by \$561K (5%)
- Operating Expenditures totaled \$6.9 million which was 96% of the Modified Budget
- Net Revenue was \$764K which exceeded the Modified Budget by \$840K
- Capital Projects expenditures were \$493K, with only 14% expended as projects such as the elevator upgrades at Third St. and Market St. garages and the Downtown Event Parking Dynamic Message Signage were rebudgeted to FY 2013-14
- Net Change to Fund Balance was \$102K which was \$3.8 million over budget primarily due to the rebudget of Capital Projects
- The Customer Service Survey results showed an increase in each of the survey categories with each rating over 4 on a scale from 1 to 5

A discussion ensued regarding the overall parking program operations and financials, as well as the details for each of the facilities.

Action: (6-0-1) Board member Winter moved to approve the FY 2012-13 Annual Financial Report. Board member Feece seconded the motion.

Document Filed: FY 2012-13 Annual Financial Report

4. **Smart Meter Report**

Mr. Garcia presented the On-Street Smart Meter Report Memo and highlighted the following four recommendations:

1. Install Smart Meters in the Downtown Core and establish a new rate of \$2 per hour and support expansion to other areas if supported by adjacent businesses
2. Conduct Pay-by-Cell mobile payment pilot with the Smart Meters to assess customer benefits, usage, and operational impacts
3. Establish a Convention Center Meter District and install multi-space paystations on segments of Almaden Blvd. and Woz Way, and establish a meter rate range of \$0-\$25/day
4. Review pros and cons and vote on extending the operational hours from 6pm to 8pm for meters in the area bounded by St. John, Market, San Carlos, and Highway 87.

A discussion ensued regarding the recommendations and next steps which included:

- Location, rates, and hours to be charged at paystations on Almaden Blvd. and Woz Way
- Importance of outreach to stakeholders, including the Children's Discovery Museum
- Extending meter hours to 8pm may be too aggressive given the proposed \$2/hr rate
- Potential for phasing rollout of meters, rate increase, and extension of meter hours based on data collected
- Importance of creating available parking spaces and the use of rates, operating hours, and possibly dynamic pricing to manage supply/demand
- Proposed change in meter hours would not change rates or hours of City garages/lots
- Consideration for competing destinations/cities that do not charge for parking
- Communication and marketing needs to focus on customer conveniences and not rate increase or extension of hours
- Potential impacts or perception of extending meter hours after meters are installed and rates are increased
- Benchmarking other cities to review how they implemented their meter rollout, rate changes, and extension of meter hours
- Future of potential dynamic pricing strategy for both on and off-street parking
- Ordinance and Resolution will allow for flexibility to install the smart meters in other meter areas given support by adjacent businesses/stakeholders
- Staff will present the smart meter proposal to the City Council in early December

Recommendation four above was deferred as the DPB directed staff to bring benchmark data from other cities regarding how and when they implemented an extension of meter hours for further discussion at the February 2014 DPB meeting.

Action: (5-1-1) Board Member Feece moved to approve recommendations 1, 2, and 3. Board Member Winter seconded the motion.

Document Filed: On-Street Smart Meter Report

5. **Off-Street Parking Programs and BIP Update**

Jim Ortbal (DOT) presented occupancy, activity, and revenue data for the off-street parking program including:

- Data for the Market Street Garage showing current and projected daytime and evening parking occupancy
- Potential for future valet parking at Market Street Garage to manage demand
- Current parking occupancy for the Third, Fourth/San Fernando, and 2nd/San Carlos garages
- Summary data for the Business Incentive Program (BIP) showing square footage leased, monthly permits issued, and lost/foregone revenue related to the BIP
- Summary data for Downtown Parking Portfolio detailing number of spaces, monthly permits issued, transient activity, and revenue and lots/foregone revenue related to the validation programs

- Parking incentives and their impact on downtown building occupancy

Document Filed: Briefing sheets for BIP, Incentive Programs, Parking Portfolio, and Current & Projected Occupancy

6. **Reports/Coordination**

A. Multi-Modal Transportation Projects & Diridon Area Master Plan

Mr. Ortbal noted that the Diridon Area EIR report would be released for public review and comment at the end of October.

B. Driving Revenue Generating Activity – Promoting City Facilities

Laura Wells (DOT) noted that DOT and SJDA met with staff from Content Magazine and reviewed branding design options and will bring information to the DPB at the February meeting.

C. Staff Verbal Update on Events & Activities

Mr. Garcia noted that the Rock-n-Roll ½ Marathon was scheduled for October 6th.

D. City Council/Committee Agenda Items

Ms. Wells noted that the Successor Agency to the Redevelopment Agency (SARA) board will be reviewing the transfer of the South Hall property to the City as it is a governmental use property due to the use by the Convention Center.

7. **Future Agenda Items**

Items for the February 5, 2014 DPB meeting as outlined in the Annual Work Plan:

- Parking Meter Upgrade Report and Benchmarking of Other Cities
- Mid Year Financial and Activity Report
- Debt Obligations and Financial Sustainability
- Multi-Modal Transportation Projects & Diridon Area Masterplan
- Parking Branding Update

8. **Open Forum**

No Comments

9. **Adjournment**

12:00pm